X CONCEPT ASIR

2320 Marinship Way
Sausalito, Ca 94965

THE XANADU™ CONCEPT

Many have heard of the Xanadu proejct: a proposed world-wide instantaneous publishing system for every kind of text, graphics, audio, movies and computer data; a repository into which anyone may place material to be published; freedom of the press brought to the computer screen in a new, clarifying system of order. Based on literature as we have always known it, Xanadu™ Repository Publishing will extend and generalize writing into the world of tomorrow.

But because this idea is already so well known, many don't realize we actually propose a whole new STRUCTURE-- a new kind of data handling based on linkage and transclusion, the new forms of interconnection that generalize writing and literature as we have always known them-- and propose this as a new form of data handling for all computerdom.

First propounded in 1960 by graduate student Theodor Holm Nelson, and refined by colleagues Roger Gregory, Mark Miller, K.Eric Drexler and others, the idea has been explained over and over in many writings and speeches. After many stages (and being cynically called "golden vaporware" for its distinguished history of non-availability), the project acquired new credibility when it was acquired by Autodesk, Inc., an extremely successful software company in Sausalito, California.

Nelson, still raffish and seemingly inexhaustible after thirty years on the project, is still in charge of developing the proposed repository publishing system-- now called Public-Access Xanadu™ or PAX™. PAX has special rights to the use of Autodesk's forthcoming Xanadu software for the universal publishing repository.

FOR OVERALL INFORMATION, READ THE BOOK OR WATCH THE VIDEOTAPE (right). For specific information on the forthcoming Xanadu™ software from Autodesk, contact Xanadu Operating Company, Palo Alto, tel. 415/856-4112; for information on the prospective publishing system, contact Public-Access Xanadu, 3020 Bridgeway #295, Sausalito CA 94965.

Mindful Press
3020 Bridgeway #295
Sausalito CA 94965

ORDER FORM

Persons!
Please send the following:

[ ] Book, *Literary Machines* by Theodor Holm Nelson. $25 (US), $40 (foreign, including airmail).

[ ] Videotape, "Technical Overview of the Xanadu™Electronic Storage and Publishing System." A whiteboard talk by Ted Nelson, 2 hours 45 minutes, VHS standard play. $50 US, $65 foreign, including airmail.

COLLECTORS' ITEMS

[ ] Enamel Cloissoné pin of Xanadu Flaming-X emblem, red enamel on goldish sort of pin, 3/4 inch. SHOW YOUR SUPPORT! $25 (U.S.), $40 foreign including airmail.

[ ] "TED NELSON WORLD TOUR 1990" SATIN JACKET. $150 U.S., $200 foreign including airmail. (Prepaid orders will be accepted through 1990.)

Lists the cities for Ted's scheduled speeches. Black satin embroidered in red, yellow, orange, purple and white. YOUR NAME FOR THE FRONT: _____

[ ] "TED NELSON WORLD TOUR 1990" T-shirt. $25 U.S., $40 foreign including airmail. (Prepaid orders will be accepted through 1990.)

Same cities listed on back; various epithets applied to Ted by authoritative sources on front. Hot pink, hot green, hot orange or black. (Note that picture of Ted looks negative on the black.)

[ ] "COMPUTERS ARISE!" poster painted by Ted Nelson; on other side is first and only catalog for the late lamented Itty Bitty Machine Company, the first computer store that tried to franchise. 1976. When these are gone, don't look for more. $25 (U.S.), $40 foreign including airmail.

CUSTOMER: _____
_____
_____
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[ ] Enclosed is payment.

[ ] Enclosed purchase order is worth the additional $5 per item to me.

California sales tax is paid already.

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